SERFF Tracking Number: NYLX-125779056 State: Arkansas Filing Company: State Tracking Number: 39958 New York Life Insurance Company

Company Tracking Number: LTCAR0023601A01

TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

CP Adv Natl Cons - Prod Spec/LTCAR0023601A01 Project Name/Number:

Filing at a Glance

Company: New York Life Insurance Company

Product Name: CP Adv Natl Cons - Prod Spec SERFF Tr Num: NYLX-125779056 State: ArkansasLH TOI: LTC03I Individual Long Term Care SERFF Status: Closed State Tr Num: 39958

Co Tr Num: LTCAR0023601A01 State Status: Filed-Closed Sub-TOI: LTC03I.001 Qualified

Filing Type: Advertisement Co Status: Reviewer(s): Stephanie Fowler

> Author: SPI NewYorkLifeInsCoLTC Disposition Date: 09/11/2008 Date Submitted: 08/18/2008 Disposition Status: Filed

Implementation Date Requested: Implementation Date:

State Filing Description:

General Information

Project Name: CP Adv Natl Cons - Prod Spec Status of Filing in Domicile: Project Number: LTCAR0023601A01 Date Approved in Domicile: Requested Filing Mode: File & Use Explanation for Combination/Other: Market Type: Individual Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 09/11/2008 State Status Changed: 09/11/2008 Corresponding Filing Tracking Number:

Filing Description: August 18, 2008

Mr. John Shields

Officer in Charge of Health Compliance

Life and Health Division

Arkansas Department of Insurance

1200 West Third St.

Little Rock, AR 72201-1904

Domicile Status Comments: Group Market Size: Group Market Type:

Deemer Date:

Company Tracking Number: LTCAR0023601A01

TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

Project Name/Number: CP Adv Natl Cons - Prod Spec/LTCAR0023601A01

Re: New York Life Insurance Company

NAIC # 826-66915; FEIN # 13-5582869

Long-Term Care Advertising Form Number 362713CV

Dear Mr. Shields,

The above-captioned form is being submitted for your review. The form is new and does not replace any previously approved form.

We consider this advertising form an invitation to inquire to create interest in finding out more about long-term care insurance. It is a handout/brochure on woman and long-term care. This form will be available to prospects, clients and the general public and distributed by our agents or the Company directly.

We want to have the right to use this piece in other format or media including New York Life Insurance Company websites, New York Life agents' websites, or other websites advertising New York Life Insurance Company's long-term care insurance policies.

To the best of our knowledge and belief, this filing is complete and is intended to comply with the insurance laws and regulations of your jurisdiction.

Should you have any questions or need additional information, please do not hesitate to contact me at 1-800-723-5555, ext. 5584. Thank you for your assistance.

Sincerely,

Susan Byrnes

Senior Contract Compliance Associate

Attachment(s)

Company Tracking Number: LTCAR0023601A01

TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

Project Name/Number: CP Adv Natl Cons - Prod Spec/LTCAR0023601A01

Company and Contact

Filing Contact Information

Susan Byrnes, Sr. Contracts & Compliance sbyrnes@newyorklifeltc.com

Associate

6200 Bridge Point Parkway Suite 400 (512) 703-5555 [Phone] Austin, TX 78730-5006 (512) 703-5564[FAX]

Filing Company Information

New York Life Insurance Company CoCode: 66915 State of Domicile: New York

6200 Bridge Point Parkway Suite 400 Group Code: 826 Company Type:
Austin, TX 78730 Group Name: State ID Number:

(512) 703-5555 ext. [Phone] FEIN Number: 13-5582869

Filing Fees

Fee Required? Yes
Fee Amount: \$25.00

No

Retaliatory?
Fee Explanation:

Per Company: No

COMPANY AMOUNT DATE PROCESSED TRANSACTION #

New York Life Insurance Company \$25.00 08/18/2008 21986327

Company Tracking Number: LTCAR0023601A01

TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

Project Name/Number: CP Adv Natl Cons - Prod Spec/LTCAR0023601A01

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	09/11/2008	09/11/2008

Company Tracking Number: LTCAR0023601A01

TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

Project Name/Number: CP Adv Natl Cons - Prod Spec/LTCAR0023601A01

Disposition

Disposition Date: 09/11/2008

Implementation Date:

Status: Filed Comment:

Rate data does NOT apply to filing.

Company Tracking Number: LTCAR0023601A01

TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

Project Name/Number: CP Adv Natl Cons - Prod Spec/LTCAR0023601A01

Item Type Item Name Item Status Public Access

Supporting Document AR Cvr Ltr (08-18-08), AR Fee Schedule Accepted for Yes

Form , AR NAIC Trans Informational Purposes

Form Women's Brochure Filed Yes

Company Tracking Number: LTCAR0023601A01

TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

Project Name/Number: CP Adv Natl Cons - Prod Spec/LTCAR0023601A01

Form Schedule

Lead Form Number:

Review	Form	Form Type Form Name	Action	Action Specific	Readability	Attachment
Status	Number			Data		
Filed	362713CV	Advertising Women's Brochure	Initial			362713CV.P
						DF



New York Life Insurance Company (New York Life)

Women and long-term care

Taking Care of Yourself Today and Tomorrow



The Company You Keep*

Have you done all you can

to preserve your quality of life

for the decades ahead?



Take a look at your life today...

Retirement doesn't seem so far away. Considering that Americans in general are living much longer than previous generations, it's likely that you have decades of long life ahead of you!

You take care of yourself physically. Now's the time to take care of your financial health, by utilizing tools such as life insurance and retirement savings plans, to be sure that the one thing you don't have to worry about is paying the bills as you move into your later years.

Have you considered the risks that come with living a long life, the risk of needing long-term care?

Long-term care services can be provided in a variety of settings, including your own home.



For many people, long-term care encompasses more than they thought, and chances are, you know someone who has needed this type of care, or is receiving care now.

Long-term care can affect women in many ways

Women as Caregivers

When the time comes, you will want to do all you can to care for your loved ones, but caregiving can be difficult physically, emotionally, and financially.

Be sure that you have talked to your older loved ones about their plans for long-term care, and that you and your family have developed a plan for yourselves.

Women as Care Recipients

Quality of life is an important consideration in the retirement planning process, and one of the greatest luxuries is to be able to choose where and how you live. In the event of a long-term care need, you want to be in control as much as possible of whether you stay in your own home, who provides your care, and what types of services are available to you

What can you do today to be better prepared for the future?

The Long-Term Care Insurance Solution

Long-term care insurance is designed to reimburse you for specific care-related expenses such as home health care, adult day care, and care received in a facility.

By transferring some of the financial risk of a long-term care event with a long-term care insurance policy, you create a pool of money benefit just for your future long-term care needs.

Your loved ones will want to care for you – long-term care insurance simply helps them do it better and longer by making it easier to find needed services and pay for them.

New York Life is Your Partner In Protection

New York Life offers a long-term care insurance policy that is flexible and comprehensive. It provides benefits for a wide range of long-term care services and providers, and allows each applicant to customize the coverage to suit personal needs and circumstances.

New York Life is committed to providing generations of Americans with retirement planning tools supported by over 160 years of financial strength and integrity (New York Life has been selling long-term care insurance since 1988).

We are The Company You Keep*.



New York Life Insurance Company

New York Life Insurance Company Long-Term Care Insurance Division 6200 Bridge Point Parkway, Suite 400 Austin, TX 78730

www.newyorklife.com 1-800-224-4582

The purpose of this brochure is solicitation of insurance. An insurance agent may contact you.

Life Insurance Company's long-term issued on policy form series ILTC-5000 insurance is and INH-5000 with a state identifier and edition date. Examples: ILTC-5000 (ID) (1001) and INH-5000 (ID) (1001) for Idaho, ILTC-5000 (NC) (1001) (Rev. 0606) and INH-5000 (NC) (1001) (Rev. 0606) for North Carolina, ILTC-5000 (PA) (1001) and FLTC-5000 MLP (PA) (0503) for Pennsylvania, ILTC-5000 (TN) (1001) and INH-5000 (TN) (1001) for Tennessee, ILTC-5000 (TX) (0305) and INH-5000 (TX) (0305) for Texas.

The policies contain some benefit eligibility restrictions, other limitations and exclusions, as well as terms under which the policies can be continued in force or discontinued, that are common in the industry. For costs and complete details of the coverage call or write your insurance agent or company.

The individual long-term care insurance policies are underwritten by New York Life Insurance Company, 51 Madison Avenue, New York, NY 10010.

Company Tracking Number: LTCAR0023601A01

TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

Project Name/Number: CP Adv Natl Cons - Prod Spec/LTCAR0023601A01

Rate Information

Rate data does NOT apply to filing.

Company Tracking Number: LTCAR0023601A01

TOI: LTC031 Individual Long Term Care Sub-TOI: LTC031.001 Qualified

Product Name: CP Adv Natl Cons - Prod Spec

Project Name/Number: CP Adv Natl Cons - Prod Spec/LTCAR0023601A01

Supporting Document Schedules

Review Status:

Satisfied -Name: AR Cvr Ltr (08-18-08), AR Fee Accepted for Informational 09/11/2008

Schedule Form , AR NAIC Trans Purposes

Comments:

Attachments:

AR Cvr Ltr (08-18-08).PDF AR Fee Schedule Form .PDF

AR NAIC Trans .PDF



New York Life Insurance Company

Long-Term Care Division 6200 Bridge Point Parkway, Suite 400

Austin, Texas 78730-5006 Bus: 800--723-5555 x 5584 Fax: 512-703-5564

E-mail: sbyrnes@newyorklifeltc.com

www.newyorklifeltc.com

Susan Byrnes

Senior Contracts and Compliance Associate

August 18, 2008

Mr. John Shields
Officer in Charge of Health Compliance
Life and Health Division
Arkansas Department of Insurance
1200 West Third St.
Little Rock, AR 72201-1904

Re: New York Life Insurance Company

NAIC # 826-66915; FEIN # 13-5582869

Long-Term Care Advertising Form Number 362713CV

Dear Mr. Shields,

The above-captioned form is being submitted for your review. The form is new and does not replace any previously approved form.

We consider this advertising form an invitation to inquire to create interest in finding out more about long-term care insurance. It is a handout/brochure on woman and long-term care. This form will be available to prospects, clients and the general public and distributed by our agents or the Company directly.

We want to have the right to use this piece in other format or media including New York Life Insurance Company websites, New York Life agents' websites, or other websites advertising New York Life Insurance Company's long-term care insurance policies.

To the best of our knowledge and belief, this filing is complete and is intended to comply with the insurance laws and regulations of your jurisdiction. New York Life Insurance Company Advertising Filing – 362713CV July 21, 2008 Page 2

Should you have any questions or need additional information, please do not hesitate to contact me at 1-800-723-5555, ext. 5584. Thank you for your assistance.

Sincerely,

Susan Byrnes

Jusan Byrnes

Senior Contract Compliance Associate

Attachment(s)

ARKANSAS INSURANCE DEPARTMENT



Mike Pickens Commissioner 1200 West Third Street Little Rock, AR 77201-1904 1-501-371-2600 1-800-282-9134 Fax 1-501-371-2618

____x\$100=____

ATTN: LIFE & HEALTH DIVISION, ARKANSAS INSURANCE DEPARTMENT				
Company Name: New York Life Insurance Company_				
Company NAIC Code: 66915_ Company Contact Person & Telephone #_Susan Byrnes, 1-800-723-	5555, ext. 5584			
INSURANCE DEPARTMENT USE ONLY				
ANALYST:AMOUNT:	ROUTE SLIP:			
ALL FEES ARE PER EACH INSURER, PER ANNUAL S' UNLESS OTHERWISE INDICATED.	FATEMENT LINE OF BUSINESS,			
FEE SCHEDULE FOR ADMITTEI	O INSURERS			
RATE/FORM FILINGS				
Life and /or Disability policy form filing and review, per each policy, contract, annuity form, per each insurer, per each filing.	*x\$ 50= **Retaliatory			
Life and/or Disability - Filing and review of each rate filing or loss ratio guarantee filing per each insurer.	*x\$ 50= **Retaliatory			
Life and/or Disability Policy, Contract or Annuity Forms: Filing and review of each certificate, rider, endorsement or application if each is filed separately from the basic form.	*x\$ 20= **Retaliatory			
Life and/or Disability: Filing and review of Insurer's advertisements, per advertisement, per each insurer. *1_x\$ 25= **Retaliatory_				
AMEND CERTIFICATE OF AUTHORITY				
Review and processing of information to amend an Insurer's Certificate of Authority. *x\$400=_				

- * THESE FEES ARE PAYABLE UNDER THE NEW FEE SCHEDULE AS AOUTLINED UNDER RULE AND REGULATION 57.
- ** THESE FEES ARE PAYABLE UNDER THE OLD FEE SCHEDULE AS OUTLINED UNDER ARK. CODE ANN. 23-65-102, RETALIATORY TAX.
- *** THESE FEES ARE PAYABLE AS REQUIRED IN ARK. CODE ANN §23-61-401

Filing to amend Certificate of Authority.

Life, Accident & Health, Annuity, Credit Transmittal Document

1.	Prepared for the State of	Arka	Arkansas					
2.	Department Use Only							
N/A	State Tracking ID							
IN/A								
				Insurer	NAIC C			
3.	Insurer Name & Address	Domic	ile	License Type	NAIC Group #	NAIC#	FEIN#	State #
	York Life Insurance	New Y	ork	N/A		826-66915	13-5582869	
Comp 6200	oany Bridge Point Parkway							
Suite								
	Contact Name & Address	Tak	nhono	#	Fax#	<u> </u>	E-mail Address	
	Byrnes		ephone 00-723-	# 5555 x 5584	512-703-5575		sbyrnes@newyo	
New	York Life Insurance Company Bridge Point Parkway						, , , , , , , , , , , , , , , , , , , ,	
	in, Texas 78730-5006							
	1							
				& Approval	☐ File & Use ☐ Informational			
5.	Requested Filing Mode			-	plain):			
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6.	6. Company Tracking Number 362713CV							
7.								
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8.	8. Market		Group		Employer Association Blanket			
					☐ Discretionary ☐ Trust ☐ Other:			
9.			LTC 03I Individual Long-Term Care					
	Type of Insurance Product Coding Matrix							
10.	Filing Code		LTC0	3I.001 Qualifie	<u>d</u>			
				FORMS Policy		Outling of Cox	voro go	Cartificate
			□ Policy □ Outline of Coverage □ Certificate □ Application/Enrollment □ Rider/Endorsement □ Advertising					
				Schedule of Ben	efits \square (Other		
			Rates					
		1	New Rate	Revised Rate				
11.	11. Submitted Documents		☐ I	FILING OTHE	R THAN FORM	OR RATE:		
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				her				

	e Watch 1, 2007	10.2000				
12.	Filing Submission Date	August 18, 2008				
13. Filing Fee		Amount	\$25.00	Check Date	EFT	
	(If required)	Retaliatory	Yes No	Check Number	EFT	
14.	Date of Domiciliary Approval	N/A				
15.	Filing Description:					
	The above-captioned form is being approved form. We consider this advertising form insurance. It is a handout/brochus and the general public and distributed we want to have the right to use websites, New York Life agents' term care insurance policies. To the best of our knowledge and and regulations of your jurisdictions. Should you have any questions of 5555, ext. 5584. Thank you for your Sincerely, Susan Byrnes Senior Contract Compliance Associated Attachment(s)	n an invitation to re on woman and uted by our agenthis piece in other websites, or other belief, this filingon. I belief, this filingon. I need additional your assistance.	inquire to create interest in d long-term care. This form its or the Company directly er format or media including er websites advertising New g is complete and is intende	n finding out more an will be available to. g New York Life In w York Life Insuran	bout long-term care o prospects, clients surance Company ce Company's long-ne insurance laws	
16.	Certification (If required)					
I HE	REBY CERTIFY that I have revie	* *	0 1	his filing, and comp	lies with all	
appl	icable statutory provisions for the	state of <u>Arkan</u>	sas		·	
Print	NameMichael Francescone		Title <u>VP & A</u>	ctuary		
Orio	inal Signature Mikul France	essone	Date _August 1	•		
~5	original organical					

LHTD-1 Page 2 of 2

17.		Form Filing	Attachment	
	s filing transmittal is part of com			N/A
Thi	s filing corresponds to rate filing	company tracking number		N/A
	Document Name	Form Number		Replaced Form Number
	Description			Previous State Filing Number
01	LTC Women's Brochure Advertising	362713CV		N/A N/A
	Traverusing		Revised Other	_
)2			☐ Initial	
			Revised Other	_
)3			Initial	
			Revised Other	
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			Revised Other	_
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08		☐ Initial ☐ Revised ☐ Other	
09		☐ Initial ☐ Revised ☐ Other	
10		☐ Initial ☐ Revised ☐ Other	
11		☐ Initial ☐ Revised ☐ Other	
12		☐ Initial ☐ Revised ☐ Other	
LH-FF	A-1		

13		☐ Initial ☐ Revised ☐ Other	
14		☐ Initial ☐ Revised ☐ Other	N/A N/A
15		☐ Initial ☐ Revised ☐ Other	N/A N/A
16		☐ Initial ☐ Revised ☐ Other	N/A N/A
17		☐ Initial ☐ Revised ☐ Other	N/A N/A
18		☐ Initial ☐ Revised ☐ Other	N/A N/A
19		☐ Initial ☐ Revised ☐ Other	N/A N/A
20		☐ Initial ☐ Revised ☐ Other	N/A N/A
21		☐ Initial ☐ Revised ☐ Other	N/A N/A
22		☐ Initial ☐ Revised ☐ Other	N/A N/A
23		☐ Initial ☐ Revised ☐ Other	N/A N N/A N/A /A
24		☐ Initial ☐ Revised ☐ Other	N/A N/A
25		☐ Initial ☐ Revised ☐ Other	N/A N/A
26		☐ Initial ☐ Revised ☐ Other	N/A N/A

LH-FFA-2

18.		Rate Filing Att	ttachment
This filing transmittal is part of company tracking number			N/A
This filing corresponds to form filing company tracking number			N/A
Overall percentage rate indication (when applicable)			N/A
Ove	rall percentage rate impact for this filin	g	%
	Document Name	Affected Form Numbers	Previous State Filing Number
	Description	Numbers	
01			□ New N/A
]	Revised
			Request +%%
			Other
02			New
			Revised
			Request +%%
0.0			Other
03			□ New
			Revised
			Request +%%
04			New New
0-			Revised
			Request +%%
			Other
05			New
			Revised
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06			New
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08			New
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LH RFA-1